

# **INTERNSHIP REPORT**

**ON**

**Customer Satisfaction Analysis On General Banking Activities**

**Export Import Bank of Bangladesh Limited (EXIM)**



**Customer Satisfaction Analysis On General Banking Of  
Export Import Bank of Bangladesh Limited (EXIM)**

**SUBMITTED TO  
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## **LETTER OF TRANSMITTAL**

13 December 2015

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Subject: Submission of Internship Report on Customer Satisfaction Analysis of General Banking Of EXIM BANK.

This is a great pleasure for me to submit internship report, which is partial requirement for completing the degree of BBA program curriculum. It is a great achievement to work under your active supervision.

My organization is EXIM Bank and I have prepared my intern report on customer satisfaction on general banking of EXIM bank. The internship program gave me the opportunity to enrich my theoretical knowledge through practical exposure of financial activities of some general business. I appointed in the general banking department which helped me to get some first-hand knowledge about banking.

I hope the report will provide some knowledge about customer satisfaction on general banking of EXIM bank. I will be available at any time convenient for further clarification of the report.

Sincerely Yours.

Tania Sheikh

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I am very much grateful to the executive of EXIM who extended their wholehearted cooperation during my internship period. I would like to extend my gratitude to Manager; Senior Principle Officer; Executive officer, General Banking In charge; Officer, Customer Relation Desk; Officer, General Banking; Officer.

I express my indebtedness to Tarikul Islam Sir, Mollik Sir, Noor Sir, Faysal Sir, Rafik Sir. They have helped me a lot to make this report. They have provided me important information's and taught some practical works of general banking system. They have also taught me how to deal with corporate world. I am also indebtedness the Executive Vice President and Head of Human Resource Department OF "Export Import Bank Of Bangladesh LTD" for providing me the working facility for my report.

Last but not the least, I would like to thank all the officials of EXIM BANK who have given me the chance to be familiar with the real organizational environment, and practically experiencing the procedure practiced at EXIM Bank Ltd.

I thank you all from the core of my heart.

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## EXECUTIVE SUMMARY

As an internee of Exim Bank Ltd. I have really enjoying my internship from the learning. I am confident that this three months internship program at Exim Bank will definitely help me to realize my further carrier in the job market.

EXIM bank has done all of their system and policy of traditional banking to Islamic Banking. I think this is really a practical decision for EXIM Bank. There are lots of local and foreign banks in Bangladesh and the Exim Bank Ltd. is promising commercial Bank among them. In this competitive market Exim Bank has competed with the others commercial banks and they has also competed with the public Bank. Exim Bank Ltd. is more capable of contributing towards economic development in Bangladesh as compared with other bank. Exim Bank Ltd. has invested more funds in export and import business. EXIM Bank is establishing a successful network over the country and increasing resources will be able to play a considerable role in the portfolio of development. Success in the banking business largely depends on effective lending. Less the amount of loan losses, the more the income will be from Credit operations the more will be the profit of the EXIM Bank Limited and here lies the success of Credit Financing. EXIM Bank always think out of the box and earns lots of profit through give banking service to their customers. Customers are relay on this bank and they also feel secure to save money in EXIM Bank.

During the course of my practical orientation I have tried to learn the practical banking activities to realize it with my theoretical knowledge, which I have great-hearted and going to acquire from various courses of my BBA program.

## **PART-A**

### **INTRODUCTORY PART**

#### **INTRODUCTION:**

Generally by the word “Bank” we can easily understand that the financial institution deals with money. But there are different types of banks like; Central Banks, Commercial Banks, Savings Banks, Investment Banks, Industrial Banks, Co-operative Banks etc. But when we use the term “Bank” without any prefix, or qualification, it refers to the ‘Commercial banks’. Commercial banks are the primary contributors to the economy of a country. So we can say Commercial bank is a profit-making institution that holds the deposits of individuals & business in checking & savings accounts and then uses these funds to make loans. For these people and the government is very much dependent on these banks as the financial intermediary. As, banks are profit -earning concern; they collect deposit at the lowest possible cost and provide loans and advances at higher cost. The differences between two are the profit for the bank. Banking sector is expanding its hand in different financial events every day. At the same time the banking process is becoming faster, easier and the banking arena is becoming wider. As the demand for better service increases day by day, they are coming with different innovative ideas & products. In order to survive in the competitive field of the banking sector, all banking organizations are looking for better service opportunities to provide their fellow clients. As a result, it has become essential for every person to have some idea on the bank and banking procedure.

Export Import Bank of Bangladesh Limited (EXIM Bank) is one of the leading private commercial

banks in the country. This Bank came in to operation as scheduled commercial bank on 3rd August 1999 as per rules and regulations of Bangladesh Bank. Of its very beginning EXIM Bank Bangladesh limited was known as BEXIM Bank Limited. But some legal constraints the bank named as EXIM Bank, which means Export Import Bank of Bangladesh Limited.

At present the bank is performing its work all over the country by 52 branches. The bank has migrated all of its conventional banking operation into Shariah based Islamic banking since July, 2004. In order to harmonize with the speed and efficiency of the current financial market, they have bought software T-24 supplied by Switzerland based IT company Tremens. They have taken initiatives to set up a wide spread network of ATM Machines throughout the country. EXIM Bank has already launched “EXIM KISHAN” an agricultural product in line with the directive of Central Bank for agricultural investment.

Corporate Social responsibility (CSR) is one of the most concerned areas of the Bank. The bank has contributed generously in humanitarian activities as well as social and cultural activities including

undertaking scholarship programs. It has also come forward in beautification of Dhaka city, founding foot over-bridges at crowded points of the city and creating income generating welfare schemes.

### **Significance Of The Report:**

Internship program is essential for every student, especially for the students of Business Administration, which helps them to know the real life situation. For this reason a student takes the internship program at the last stage of the bachelor's degree, to launch a career with some practical experience. This internship report has been prepared on "Customer Satisfaction On General Banking Activities Of EXIM bank. The report finding will be helpful for the management of EXIM bank to improve the overall service quality. This study will be very useful for the top management to improve customer satisfaction level. I am also very much grateful because I earned a lot of practical knowledge from this organization. So this report will be very much significant for both me and organization.

### **BACKGROUND OF THE REPORT:**

For complete my graduation from BRAC UNIVERSITY I wanted to do Internship in a reputed Bank which would be helpful for my future professional career. I got the opportunity to perform my internship in the EXIM Bank Ltd. I was sent to Head Office Corporate Branch which is situated in Gulshan. It was a three months long practical orientation program.

### **OBJECTIVE OF THE REPORT:**

Objectives of the study are summarized in the following manner.

#### **Broad:**

Customer Satisfaction Analysis on General Banking Activities of EXIM Bank.

#### **Specific:**

Shorts objectives are:

1. To focus on services and financial condition of EXIM Bank.
2. To analysis general banking activities of EXIM Bank.
3. To analysis strengths, weaknesses, opportunities and threats of EXIM Bank.
4. To analysis of customer satisfaction on marketing mix of EXIM Bank.
5. To make a bridge between the theories and practical procedures of banking day-to-day operations.
6. To know existing banker-customer relationship.



## **METHODOLOGY:**

This research is an exploratory research which briefly analyses the customer satisfaction related to **‘Customer Satisfaction on General Banking of EXIM Bank Limited’**.

I have collected the data’s or information’s from the following sources which has helped me to make the report. Those sources are divided into two parts.

1. Primary Source
2. Secondary Source

Primary Sources are as follows:

Which data collected from first time that is called primary data. Those primary data includes:

1. Face to face conversation with the respective officers and stuffs of the Bank.
2. Practical work experience from different desks of the departments of the Branch.
3. Informal conversation of the clients.

Secondary sources of data’s are:

Which data collected from other sources. Secondary data include:

1. Annual report of EXIM Bank limited.
2. Internet.

## **QUESTIONNAIRE:**

A questionnaire is used for the study and it is a structure based questionnaire.

## **SAMPLING PLAN:**

### **POPULATION:**

All customers of EXIM BANK in the geographical base on GULSHAN branch.

### **SAMPLE ELEMENT:**

Individual customers of EXIM BANK on GULSHAN branch.

### **SAMPLE FRAME:**

In this report there is no well-structured sampling frame is found.

## **SAMPLING PROCEDURE:**

It is a convenient sampling. Though the aim of this bank is to make it’s customers satisfied by providing the service through general banking activities but here we need to find out whether the majority of the customers are n fully satisfied or not. By using the hypothesis testing method we will be able to analyze this. It is a convenient sampling because customers came in the bank and I gave them questionnaires to fill up and give their opinion based on this questionnaires. I didn't go to customers house for collect their opinion. That's why it is a convenient sampling.

## **DATA ANALYSIS AND REPORTING:**

### **SAMPLE SIZE:**

The sample size is 40.

TYPES OF RESPONDENTS	NO OF RESPONDENTS	TOTAL
EMPLOYEE	20	40
CUSTOMER	20	

### **Hypothesis Testing-**

#### **Null hypothesis, H0 would be:**

Customers are fully satisfied with all of the services provided by the bank through general banking activities.

#### **Alternative hypothesis, H1 would be:**

Customers are not fully satisfied with all of the services provided by the bank through general banking activities.

## **PART:B**

### **ABOUT COMPANY**

#### **HISTORICAL BACKGROUND OF OF EXIM BANK:**

Export Import Bank of Bangladesh Limited was established in the year 1999 under the leadership of Late Mr. Shahjahan Kabir, Founder Chairman who had a long dream of floating a commercial bank which would contribute to the socio-economic development of our country. He had a long experience as a good banker. A group of highly qualified and successful entrepreneurs joined their hands with the founder chairman to materialize his dream. Indeed, all of them proved themselves in their respective business as most successful star with their endeavour, intelligence, hardworking and talent entrepreneurship. Among them, Mr. Nazrul Islam Mazumder who is an illuminated business tycoon in the Garments business in Bangladesh became the Honourable Chairman after the demise of the honourable founder chairman. He is also the chairman of Bangladesh Association of Banks (BAB). Under his leadership, BAB has emerged as an effective forum for exchanging views on problems being faced by the banking sector of Bangladesh

The Bank starts functioning from 3rd August, 1999 with its name as Bengal Export Import Bank Limited. On 16th November 1999, it was renamed as Export Import Bank of Bangladesh Limited with Mr. Alamgir Kabir as the Founder Advisor and Mr. Mohammad Lakiotullah as the Founder Managing Director respectively. Both of them have long experience in the financial sector of our country. By their pragmatic decision and management directives in the operational activities, this bank has earned a secured and distinctive position in the banking industry in terms of performance, growth, and excellent management. Under the leadership of Mr. Lakiotullah, the Bank has migrated all of its conventional banking operation into Shariah Based Islami Banking in the year July 2004.

In the year 2006, Mr. Kazi Masihur Rahman became the Managing Director of the bank when Mr. Lakiotullah left the bank after completion of his successful 7 years as MD. Mr. Kazi served in the bank for next five years. Under his leadership, the bank has been placed on a state of the art centralized IT platform with two modern data centres where world renowned core banking software TEMENOS T24 is running along with some alternate delivery channels like ATMs and SMS banking. On 25th August, 2011, Mr. Md. Fariduddin Ahmed has joined in the bank as Managing Director. With his long banking experience, EXIM Bank becomes fully compliant Bank with adequate capital and good asset quality. After retirement from Managing Director, he has been continuing his service for EXIM Bank as Advisor since 27th July 2012.

Dr. Mohammed Haider Ali Miah succeeded Mr. Fariduddin Ahmed on July 25, 2012 and has created a new dimension in EXIM history becoming the first ever in-house Managing director and CEO of the Bank. Under his far-sighted leadership, EXIM Bank has not only achieved uppermost level of performance in almost each arena of its activities but also gained confidence to place itself as one of the dynamic banks through delivering transparent and standard banking services to the customers in a compliant manner.

**Corporate Slogan of EXIM Bank- “Together Towards Tomorrow”:**

**The Vision:*****“Together Towards Tomorrow”***

Export Import Bank Of Bangladesh Limited as the name implies, is not a new type of bank in global but is the first in Bangladesh. It believes in togetherness with its customers, in its march on the road to growth & progress with services. To achieve the desired goal, it has intention to pursuit of excellence at all stages with a climate of continuous improvement. Because it believes, the line of excellence is never ending. It also believes that its strategic plans & business networking will strengthen its competitive edge over in rapidly changing competitive environment. Its personalized quality services to customers with the trend of constant improvement might be cornerstone to achieve its operational success.

**The Mission:**

Provide high quality financial services in export and import trade. Providing excellent quality service.

Maintaining corporate and business ethics.

Being the trusted repository of customer's money and their financial advisor.

Making products superior and rewarding to the shareholder.

Display team spirit and professionalism.

To have a sound capital base.

Enhancement of shareholders' wealth

Fulfilling its social commitments by expanding its charitable and humanitarian activities

**GENERAL BANKING:**

General banking is front side service department. General Banking Department is considered as the direct customer service centre. It is the starting point of all the banking operation. It opens new accounts, remits funds, honour cheque, takes deposits, issues bank draft and pay order etc. General Banking is also known as retail banking. Employees of the bank are always ready to serve their customers. In this section people come to open different kinds of accounts, and schemes.. They are very friendly and cordial to their clients. Here the employees also issue new check books, help customer to open various types of a/c, and help customers about various types of d deposit scheme etc. They also use computer for posting purposes below is list of who can open different types of General banking activities of Exim bank includes the following:

The main activities of general banking division are as follows;

- 1) Account opening section
- 2) Deposit section
- 3) Cash section

- 4) Remittance section
- 5) Clearing section
- 6) Accounts section

### **Customer Services**

Now a day customer services are one of the most talked about subject. In banking, it is a major rule to earn profit in banking sector. Customer service means to meet customer needs in a efficient way. In banking sector quality means customer satisfaction. And customer satisfaction depends on the services provided by the organization. So, customer service section is the most important section in EXIM Bank Ltd. First of all customer want to collect information before taking services if he/ she satisfied with the information given by the customer-service section, then he/she come to take services. So general banking is very sensitive section in EXIM Bank. To satisfy the customer by giving better services all staff and officers of this section have to take responsibility, frank and smiling appearance.

## **STRUCTURE OF GENERAL BANKING**

### **ACCOUNT OPENING – CASH**

### **CHEQUE - DEPOSITS**

### **ACCOUNTS - LOCAL REMITTANCE**

Under this section EXIM officers open different types of accounts on the request of clients. The procedure of opening account is given bellow:

#### **Procedure and rules to open a new account:**

#### **ACCOUNT OPENING SECTION:**

Account opening is the gateway for clients to enter into business with bank. It is the foundation of banker customer relationship. This is one of the most important sections of a branch, because by opening accounts bank mobilizes funds for investment. Various rules and regulations are maintained and various documents are taken while opening an account. A customer can open different types of accounts through this department. Such as:

1. Al –Wadia (Current) account.
2. Mudaraba Savings (SB) account.
3. Mudaraba Short Term Deposit (MSTD)

**Al- Wadia (Current) Account:**

Current account is purely a demand deposit account. There is no restriction on withdrawing money from the account. It is basically justified when funds are to be collected and money is to be paid at frequent interval.

Some Important Points are as follows-

1. Minimum opening deposit of TK.1000/- is required;
2. There is no withdrawal limit.
3. No interest is given upon the deposited money;
5. Minimum Tk.1000/= balance must always maintain all the time;

**Mudaraba Savings (SB) Account:**

This deposit is primarily for small-scale savers. Hence, there is a restriction on withdrawals in a month. Heavy withdrawals are permitted only against prior notice. Some Important Points are as follows-

1. Minimum opening deposit of Tk.5000/= is required;
2. Minimum Tk. 1000/= balance must always maintain all the time;
3. Withdrawal amount should not be more than  $1/4^{\text{th}}$  of the total balance at a time and limit twice in a month.
4. If withdrawal amount exceed  $1/4^{\text{th}}$  of the total balance at a time no interest is given upon the deposited money for that month.

**Mudaraba Short Term Deposit (MSTD) Account:**

Normally various big companies, organizations, Government Departments keep money in MSTD account. Frequent withdrawal is discouraged and requires prior notice. The deposit should be kept for at least seven days to get interest. The interest offered for MSTD is less than that of savings deposit. Interest is calculated based on daily minimum product and paid two times in a year. Interest rate is 4.50%.

**Documents required for opening account****Individual / Joint Account:**

1. Introduction of the account.
2. Two photographs of the signatories duly attested by the introducer.
3. Identity (copy of passport).
4. Joint Declaration Form (For joint a/c only).
5. Employee's Certificate (in case of service holder).

**Partnership account:**

Introduction of the account.

1. Two photographs of the signatories duly attested by the introducer.
2. Partnership letter duly signed by all partners (Sign should be similar as stated in Partnership Deed).
3. Partnership Deed duly certified by Notary public.
4. Registration (If any).
5. Updated Trade license.

**Proprietorship account:**

1. Introduction of the account.
2. Two photographs of the signatories duly attested by the introducer.
3. Valid copy of Trade License.
4. Rubber stamp.
5. TIN number certificate.
6. Identity (Copy of passport).
7. Permission letter from DC/ Magistrate (in case of newspaper)

**Limited company:**

Introduction of the account.

1. Two photographs of the signatories duly attested by the Introducer.
2. Valid copy of Trade License.
3. Board resolution of opening A/C duly certified by the Chairman/Managing Director.
4. Certificate of Incorporation.
5. Certificate of Commencement (In case of Public limited company).
6. Certified (joint stock) true copy of the Memorandum and Article of Association of the Company duly attested by Chairman or Managing Director.
7. List of directors along with designation & specimen signature.
8. Latest certified copy of Form – xii (to be certified by register of joint stock companies) (In case of Directorship change).
9. Rubber Stamp (Seal with designation of each person)
10. Certificate of registration (In case of **Insurance Company** – Obtained from department of Insurance from the People's Republic of BD).

□ **Club / societies account:**

1. Introduction of the account.
2. Two photographs of the Signatories duly attested by the introducer.
3. Board Resolution for Opening A/C duly certified by President/ Secretary.
4. List of Existing Managing Committee.
5. Registration (if any).
6. Rubber Stamp.
7. Permission letter from Bureau of N.G.O.(In case of **N.G.O.** A/C).

**Savings Scheme:**

- Education Savings Scheme

- Multiples Savings
- Smart saver
- Hajj Saving Scheme
- Monthly Savings Scheme (Money Grower)
- Monthly Income Scheme

### **DEPOSIT SECTION:**

Deposit is the lifeblood of a bank. From the history and origin of the banking system

We know that deposit collection is the main function of a bank.

#### **Accepting deposits:**

The deposits that are accepted by EXIM Bank like other banks may be classified in to,—

- a) Demand Deposits
- b) Time Deposits

#### **Demand deposits:**

These deposits are withdraw able without notice, e.g. current deposits. EXIM Bank accepts demand deposits through the opening of,-

- a) current account
- b) Savings account
- c) Call deposits from the fellow bankers

#### **Time deposits:**

A deposit which is payable at a fixed date or after a period of notice is a time deposit. EXIM Bank accepts time deposits through Fixed Deposit Receipt (FDR), Short Term Deposit (STD) and Bearer Certificate Deposit (BCD) etc.

While accepting these deposits, a contract is done between the bank and the customer. When the banker opens an account in the name of a customer, there arises a contract between the two. This contract will be valid one only when both the parties are competent to enter into contracts. As account opening initiates the fundamental relationship & since the banker has to deal with different kinds of persons with different legal status, EXIM Bank officials remain very much careful about the competency of the customers.

### **CASH SECTION:**

Banks, as a financial institution, accept surplus money from the people as deposit and give them opportunity to withdraw the same by cheque, etc. But among the banking activities, cash department play an important role. It does the main function of a commercial bank i.e. receiving the deposit and paying the cash on demand. This department directly deals with customers.

#### **Functions of Cash Department:**



□ **Cash packing:** After the banking hour cash is packed according to the denomination. Notes are counted and packed in bundles and stamped with initial.

□ **Allocation of currency:**

1. Between banks in the same country
2. Between banks in the different centers.
3. Between banks and central bank in the same country
4. Between central bank of different customers.

### **FIXED DEPOSIT:**

They are also known as time deposit or time liabilities. These are deposits, which are made with the bank for a fixed period, specified in advance. The bank need not maintain cash reserves against these deposits and therefore, the bank offers higher of interest on such deposits.

- **Opening of fixed Deposit Account:** The depositor has to fill an account form where in the mentions the amount of deposit, the period for which deposit is to be made and name/names in which the fixed deposit receipt is to be issued. In case of a Joint name EXIM Bank also takes the instructions regarding payment of money on maturity of the deposit. The banker also takes specimen signatures of the depositors. A fixed deposit account is then issued to the depositor acknowledging receipt of the sum of money mentioned there. It also contains the rate of interest and the date on which the deposit will fall due for payment.
- **Term Deposits:** These rates are not negotiable. In this table we can find out the percentage that is given by the bank for specific period of time to the customer.

### **CLEARING SECTION:**

Cheques, Pay Order (P.O), Demand Draft (D.D.) Collection of amount of other banks on behalf of its customer are a basic function of a Clearing Department.

Clearing is a system by which a bank can collect customers fund from one bank to another through clearing house.

Clearing House is a place where the representatives of different banks get together to receive and deliver cheque with another banks.

Normally, Bangladesh Bank performs the Clearing House in Dhaka, Chittagong, Rajshahi, and Khulna & Bogra. Where there is no branch of Bangladesh Bank, Sonali bank arranges this function.

EXIM Bank LTD. is a scheduled Bank. According to the Article 37(2) of Bangladesh Bank Order, 1972, the banks, which are the member of the clearinghouse, are called as Scheduled Banks. The scheduled banks clear the cheque drawn upon one another through the clearinghouse.

### **Types of Clearing:**

A) **Outward Clearing:** When the Branches of a Bank receive cheque from its customers drawn on the other Banks within the local clearing zone for collection through Clearing House, it is Outward Clearing.

B) **Inward Clearing:** When the Banks receive cheque drawn on them from other Banks in the Clearing House, it is Inward Clearing.

### **Bills Collection:**

In modern banking the mechanism has become complex as far as smooth transaction and safety is concerned. Customer does pay and receive bill from their counterpart as a result of transaction. Commercial bank's duty is to collect bills on behalf of their customer.

#### Types of Bills for Collection

Outward Bills for Collection (OBC).

Inward Bills for Collection (IBC).

### **What is OBC?**

OBC means Outward Bills for Collection .OBC exists with different branches of different banks outside the local clearing house . Normally two types of OBC :

- 1) OBC with different branches of other banks
- 2) OBC with different branches of the same bank

### **Procedure of OBC:**

- 1) Entry in the OBC register.
- 2) Put OBC number in the cheque.
- 3) "Crossing seal" on the left corner of the cheque & " payees account will be credited on realization " seal on the back of the cheque with signature of the concerned officer.
- 4) Despatch the OBC cheque with forwarding.

### **Inward bills for collection (IBC)**

When the banks collect bills as an agent of the collecting branch, the system is known as IBC. In this case the bank will work as an agent of the collection bank. The branch receives a forwarding letter and the bill.

### **Procedure of IBC:**

IBC against OBC: To receive the OBC cheque first we have to give entry in the IBC Register .The IBC number should put on the forwarding of the OBC with date.

Deposit of OBC amount: OBC cheque amount is put into the “sundry deposit-sundry Creditors account”, prepare debit & credit voucher of it. If the OBC cheque is honored, send credit advice (IBCA) with signature & advice number of the concern branch for the OBC amount.

If the OBC cheque is dishonoured, the concerned branch is informed about it.

Again place in the clearing house or send the OBC cheque with Return Memo to the issuing branch according to their information.

### **ACCOUNT SECTION:**

Accounts Department is called as the nerve Centre of the bank. In banking business, transactions are done every day and these transactions are to be recorded properly and systematically as the banks deal with the depositors' money. . Improper recording of transactions will lead to the mismatch in the debit side and in the credit side. To avoid these mishaps, the bank provides a separate department; whose function is to check the mistakes in passing vouchers or wrong entries or fraud or forgery. This department is called as Accounts Department. If any discrepancy arises regarding any transaction this department report to the concerned department.

Besides these, the branch has to prepare some internal statements as well as some statutory statements, which are to be submitted to the Central Bank and the Head Office. This department prepares all these statements.

### **Workings of this department:**

Recording the transactions in the cashbook.

Recording the transactions in general and subsidiary ledger.

Preparing the daily position of the branch comprising of deposit and cash.

Preparing the daily Statement of Affairs showing all the assets and liability of the branch as per General Ledger and Subsidiary Ledger separately.

Making payment of all the expenses of the branch.

Recording inters branch fund transfer and providing accounting treatment in this regard.

Preparing the monthly salary statements for the employees.

- Preparing the weekly position for the branch which is sent to the Head Office to maintain Cash Reserve Requirement (C.R.R)
- Preparing the monthly position for the branch which is sent to the Head Office to maintain Statutory Liquidity Requirement (S.L.R)
- Make charges for different types of duties
- Preparing the budget for the branch by fixing the target regarding profit and deposit so as to take necessary steps to generate and mobilize deposit.
- Checking of Transaction List
- Recording of the vouchers in the Voucher Register.
- Packing of the correct vouchers according to the debit voucher and the credit voucher.

## **CLOSING ACCOUNT:**

**By Customer:** If a customer doesn't want to maintain his or her account then he or she can give an application to bank manager to close his account.

**By Banker:** If any customer doesn't want to continue his or her transaction within five years and account balance become lower than minimum account then banker has the right to close his or her account.

**Charges:** EXIM Bank charges very lower price for a cheque book. They charges only 46 taka for each cheque book.

Normally customers do not close the account because most of the customers have very good relationship with the officers and managers of EXIM Bank. If customers do not maintain the transaction for long time then at first EXIM Bank try to inform the customers. If customers do not response in that case officers of EXIM Bank close the account of customers.

## Organogram of EXIM Bank

**Chairman**

**Advisor**

**Board of Directors**

Managing Director

Senior Executive Vice President

Executive Vice President

Senior Vice President

Vice President

Senior Asst. Vice President

Assistant Vice President

Senior Principal Officer

Principal Officer

Executive Officer

Officer

Trainee Officer

Junior Officer

Assistant Officer

Trainee Assistant

## **PART:C**

### **ANALYSIS PART**

#### **SWOT ANALYSIS OF EXIM BANK:**

By analyzing the performance of the bank, we get the following Strengths, Weaknesses, Opportunities and Threats (SWOT).

##### ☐ **Strengths:**

1. It has well reputation in the market.
2. Not engaged in unfair business practice.
3. Executives are highly educated and experienced.
4. Bank has many attractive deposit schemes.
5. Well-furnished and Air-conditioned Bank.
6. Efficient management practice in the Bank.
7. Located in important commercial area.

##### ☐ **Weaknesses:**

1. Officers in the junior level are not highly qualified.
2. Short time experience of the Bank.
3. Absence of long-term credit.
4. Small market shares in banking business.
5. Lack of training facility.
6. Lack of promotional activities.

##### ☐ **Opportunities:**

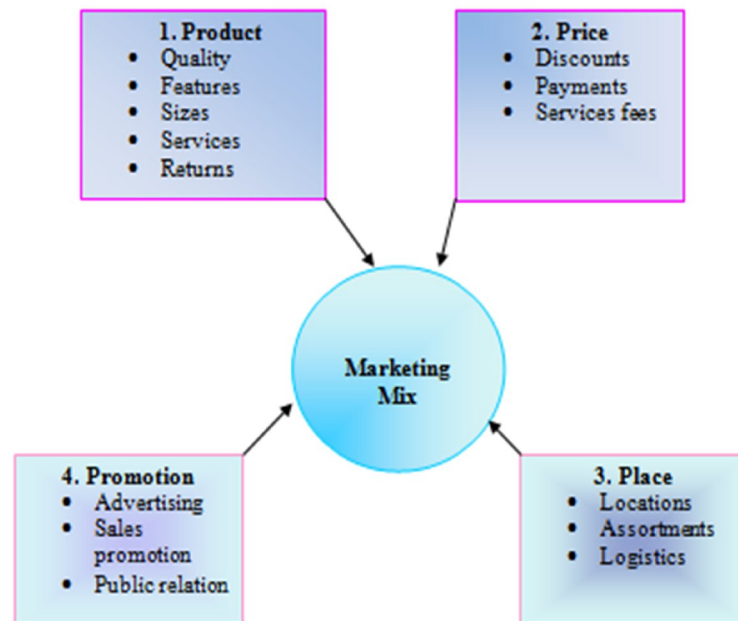
1. Can increase the credit scheme.
2. Private Banks becomes more reliable to local public.
3. Have opportunity to increase market share.
4. Private Banks can contribute more in the economic development of our country.
5. By doing social welfare activities it can create a good impact on public mind.

**Threats:**

1. There are many competitors in the market.
2. Govt. pressures to reduce interest rate.
3. Banking technologies are changed.
4. Govt. imposes tax & VAT on profit.

**WHY EXIM BANK IS ATTRACTIVE TO CUSTOMERS:**

Now a day's EXIM Bank is becoming so much attractive and popular to customers. In 2014 Bangladesh Bank published a report. In that report they said that EXIM Bank is becoming one of the most popular bank in market. EXIM Bank published this information in their annual report which is called "PARIKROMA". EXIM Bank now a day's using latest technology to give best service to their customers. Most of the customers are so much happy because they feel that EXIM Bank is so much trust worthy and they feel secure. There are modern and effective technology in EXIM Bank and it is so much trust worthy. EXIM Bank follow some marketing strategies to attract their customers.

**Marketing Mix:**

**Fig: Marketing Mix**

### **Marketing mix:**

**PRODUCT:** In EXIM Bank product means customer solution. In this bank if customers come with problems then officers and managers of this bank try to give quick solution of those problems.

**PRICE:** Price means customers satisfaction on the product. EXIM Bank pricing system on the product is so much satisfactory.

**PLACE:** Place means convenience. Its channels, coverage's are very much satisfactory to the customers.

**PROMOTION:** Promotion means communication. There are some lacking for the advertisement activities.

**Target Customers:**

The bank has a clear idea about the customers it wants to serve. Without fulfil customers need the bank has no functions.

- **Market Segmentation-** It is a process of dividing a market into distinct groups of buyers with different needs, characteristics or behaviour.
- **Target Marketing-** It is a process of evaluating each market segments, attractiveness and selecting one or more segments to enter.
- **Market Positioning-** It is a clear and distinctive place relative to competing products in the minds of target customers.

### **7 p's of Service Marketing:**

**Product:** Product is any goods or services which can be offered to a market for attraction and consumption that might be satisfied a need is known as a product.

**Price:** The amount of money customers should pay to buy the product or service.

**Place:** It is where the product or services are offered to the customers.

**Promotion:** It is an activity that communicate the product and attract target customers to buy it.

**People:** People are those who create demand for a products or services.

**Physical Evidence:** It is the environment in which the service is delivered & where the firm and customer interact with each other. Environment of EXIM Bank is really great and peaceful.

**Process:** It is the actual procedures and flow of activities by which the service is delivered the service delivery and operating system. The process of give banking service to customers of EXIM Bank is really satisfactory.

### **CUSTOMER SATISFACTION LEVEL:**

Through the analysis of questionnaire I have got that 80 per cent customers of EXIM Bank are very much satisfied with the service provided by EXIM Bank. 15 per cent customers are satisfied but they told us that EXIM Bank should improve their services to compete with other private banks of our



country. 5 per cent customers are dissatisfied of the performance of EXIM Bank. It means after making questionnaires of 40 customers of EXIM Bank,,32 customers are fully satisfied,06 customers are partially satisfied and 02 customers are totally dissatisfied. Customers told us that they don't like the service of EXIM Bank. So employees of EXIM Bank observe them through phone and email. When EXIM Bank gives new offer to customers then they try to contact to those dissatisfied customers through phone or email.



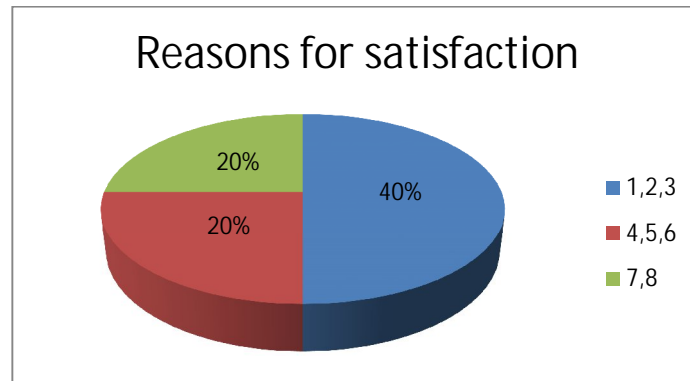
### **Reasons of Satisfaction**

1. Well-furnish and air condition room.
2. Officers are cordial and well mannered.
3. Reasonably quick service.
4. Various types of saving deposit schemes and interest rate on these schemes is competitively high.
5. Various types of Loans & Advance opportunities and Bank take very little time to sanction Loan.
6. Transactions continue at lunch period in the Bank.
7. Customer friendly terms & conditions.
8. Competitive interest rate.

Total 80% of fully satisfied customers 40% customers are satisfied because EXIM Bank gives them good environment, officers are friendly with them and gives them quick services.

20% customers are fully satisfied because customers are getting high interest rate on various kinds of saving deposits, they are getting various types loans and advance opportunities. They are also satisfied because they can do transaction at the lunch period. Actually they are brand loyal customers that's why officers have to maintain good relationship with the customers.

20% customers are very much very much satisfied because EXIM Bank gives them competitive interest rate than other banks and officers are so much friendly with customers.



### **Reasons of dissatisfaction**

20% customers(15% partially satisfied customers and 5% dissatisfied customers ) complained that:

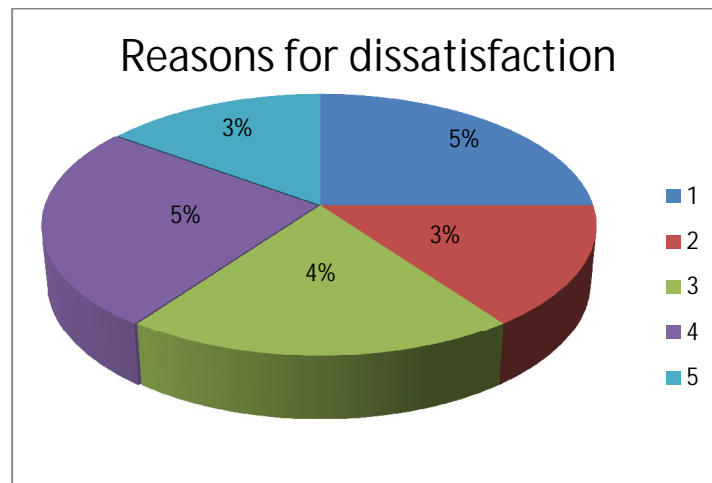
1. 5% customers complained that junior officers & assistant officers are not well qualified. That's why they are dissatisfied.

2.3% customers hopes more entertainment from the Bank.

3. 4% customers think long-term credit facility is not available. That's why they are dissatisfied.

4. 5% customers they are young generation. They want more facilities from EXIM Bank. They are using new technology. So they want to use on-line banking facilities at home. They told that there are some absence of on-line banking facilities.

5.3% customers mainly some businessmen told that this bank is so much profit oriented.



### **Limitations**

1. Duration of the study was too short to get a overall idea of the general managing an account.
- 2.Necessary Documents like Prospectus, Annual Report, Bulletin, are not available in the Bank.
3. In this study the current responses collected are mainly from the mostly educated area  
most of them are graduated or post gradated. So I couldn't collect information's from other people.
- 4.Officers are so much helpful in this bank but in their office time they were so much busy that's why I couldn't collect enough information's from them.
- 5.Customers of EXIM Bank's were so much busy that's why I couldn't ask them enough questions about this bank.

## **PART:D**

### **CONCLUDING PART**

#### **FINDINGS:**

1. From the data analysis it is found that the customers are satisfied from the overall service of the bank as 80% people give positive answer during the analysis.
2. We know if the probability is greater than 0.5 then we accept the null hypothesis. From the hypothesis testing we can accept the null hypothesis as the probability of satisfaction level is 0.8.
3. Banking sector is a challenging corporate world. EXIM Bank achieved a great establishment in the corporate world.
4. From the hypothesis testing the probability of dissatisfaction level is 0.2. So we can accept alternative hypothesis because the probability of dissatisfaction level is 0.2. So from the data analysis we have found that 20% customers are dissatisfied and from these findings we can suggest EXIM Bank what should they do for satisfy their customers.

#### **RECOMMENDATION:**

1. EXIM Bank Limited should made advertisement on Newspaper and TV, so that every initiatives and special facilities of the bank can go at the door of the customers.
2. Bank should provide more training facilities for the employees to upgrade their skills.
3. Bank should provide more on-line banking facilities.
4. If the enter general Banking system is fully computerized then they satisfy the customer by provide fast service.
5. EXIM Bank should provide long-term credit facility for their customers.
6. Bank should changes the desk of the officers, so that their skill will be increase and their knowledge about banking system will also improve.
7. EXIM Bank should arrange different kinds of programs to give entertainment for the betterment of their loyal customers.

**CONCLUSION:**

Exim Bank Limited has created a new dimension in the field of innovation in our country. The bank has successfully made a positive contribution to the economy of Bangladesh with in very short period of time. Its profit is gradually increasing day by day. It plays a great role in collecting Loan settlement and International Trade etc. The Bank ensures quality services and security to the customers. For better growth and healthy economic position, it should introduce new and long-term credit schemes. It should introduce poverty alleviation like micro credit. We hope Exim Bank Limited do great work for socio-economic development besides their banking business. To keep pace with ever-changing uncertain domestic business environment EXIM Bank will do more work. EXIM Bank should face the challenges of revised global economic scenario, the bank should be more pro-active activities. EXIM Bank should introduce new marketing strategy to hold the strong position in home and abroad.

I wish continuous success and healthy business portfolio of Exim Bank Limited Gulshan Head Office Corporate Branch.

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**APPENDIX**  
**QUESTIONNAIRE**

**Survey on Customer Satisfaction - General Banking System of Exim Bank**

Name					
Occupation					
Annual Income		2 Lakhs	4 Lakhs	6 Lakhs	Above 6 Lakhs

1. Do you think that your bank caters all your banking needs?

(a) Yes

(b) No

2. Do the website links of the bank is understandable & easy to navigate by the customers?

(a) Yes

(b) No

3. Are the check and interest bearing products and online banking services of the bank can meet the expectation of customers?

(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) strongly disagree

4. For the past how many years you have account with this bank?

(a) 1 to 3 (b) 4 to 6 (c) 7 to 9 (d) above 9 years

5. What kind of account do you maintain in this bank?

(a) Current (b) Savings (c) Loan a/c (d) Credit card

6. Are you able to make online payments easily?

(a) Yes (b) no

7. Do you think that the employees of this bank are cooperative and friendly?

(a) Most of the employees are cooperative

- (b) All of the employees are cooperative
- (c) None of the employees are cooperative
8. Which of the following facilities is given more importance in your bank?
- (a) Loan facilities (b) O/D facilities (c) ATM facilities
9. Does your bank conduct any recreation facilities for the customers?
- (a) Yes (b) No
10. Do you think that the bank is able to deliver the standard services properly?
- (a) Yes (b) No
11. Does your bank have listed its share in stock exchange?
- (a) Yes (b) No
12. Does your bank have core banking facility for the customers
- (a) Yes (b) No
13. Does your bank offers competitive service charges?
- (a) Yes (b) No
14. Do you think your bank offers competitive interest rate?
- (a) Yes (b) No
15. Do you use the service of alternative bank?
- (a) Yes (b) No
16. What do you feel about overall service quality of your Bank?
- (a) Excellent (b) very good (c) good (d) average (e) poor
17. Would you recommend this bank to your friends, relatives?
- (a) Yes (b) No
18. When do you think of your bank what comes first in your mind?
- (a) Personalized service (b) Wide branch network (c) Customer Service (d) computerized banking
- (e) Core banking
19. Your overall opinion about this survey?
- (a) Satisfactory (b) not satisfactory (c) looking forward for result



20. Do you like the environment of EXIM bank?

(a)Yes

(b)No